

## EDGE Pilot Program

December 9, 2019 | 1:00 p.m.– 2:00 p.m.  
Wisconsin Department of Natural Resources  
101 S. Webster Street | Madison | Room G09  
Notes

- I. Welcome (Bart Sponseller) – 5 minutes
  - New Agenda structure based on decision making
  - We want to engage more Advisors in these meetings
  
- II. Standing Items (All) – Discussion—10 minutes
  - Agenda Review
    - o Overview of EDGE
    - o New standing item to help us record communications and other program metrics will be called Metrics Recording
  - Metrics Recording
    - o Mark Thimke will be conducting an interview with the Milwaukee Business Times on 12/10/19
    - o Mark Thimke will be meeting with the Marathon County Administrator on 12/11/19
  
- III. Advisory Group Member Updates (All)—Informational—15 minutes
  - WEDC meeting is scheduled for late January, the meeting will be to present EDGE program to WEDC management and request resources from their agency
  - This meeting will be DNR staff presenting to WEDC staff
  
  - C.A. Lawton has submitted a Green Tier Letter of intent for Tier 2 and their ROP-G Application. Kristin Hart will work to get an idea of timeline for ROP-G. Both are expected to be in place during the first quarter of 2020, provided that all goes well.
  
  - Brillion Works has expressed interest in using a Green Tier Charter agreement to encourage EDGE participation and sustainable development at their site in Brillion. Current focus is to attract development and begin the Charter process.
  
- IV. Decisions that have been made (Weston Wegener)—Informational—5 minutes
  - We are comfortable with advisors conducting outreach while we continue to develop and finalize communications tools and materials. Please use the messaging that is developed by the communications team as best as possible.
  - If you do plan to conduct outreach, please let a DNR team member know which groups you will be contacting, the dates, topics, and expected outcomes. This information will greatly help with tracking metrics and informing communications strategy for EDGE.

- Please also use the following language in independent outreach efforts:  
DISCLAIMER: This *[describe work product, ex: presentation]* was prepared by *[author]* as representative of *[business entity]* and does not represent Department of Natural Resources guidance or policy.
  - Bart Sponseller will be the main point of contact that advisors should direct inquiries.
- V. Decisions to make today (All)—Decisions—15 minutes
- Message Map is approved. This document will be updated as needed by the communications team
  - Communications Plan is approved. The plan will be updated as opportunities become available. It will also be used to track outreach efforts.
  - Meeting frequency for 2020 will be near the end of each quarter to provide substantial updates. Tuesdays, Wednesdays, and Thursdays are preferred.
- VI. Next Steps (All)—Review—10 minutes
- Recruiting Strategy: Begin to develop and implement a recruiting strategy in tandem with communication team efforts
  - Conceptualizing Future Candidates: Future agenda items will have specific topics to provide open discussion focused on improving the program, removing barriers, increasing incentives, building relationships and participation. We may want to bring potential candidates to the table
  - Review Legislative Report Outline: Internal team will work to come up with ideas for legislative report and create an outline based on available resources and interested parties.
  - Define Roles for Report to Legislature: As we get closer, we may ask for volunteers from metrics and communications teams to form a legislative report team. For now, we are working to begin implementation and gather metrics.
- VII. Next Advisory Group Meeting: TBD
- Weston will send out a survey to determine best meeting times for 2020